

Abstract

A system and method are provided for dynamically creating a communications channel at a local computer in response to selecting an element, such as a word or phrase, that is being displayed on an HTML page. A container also is created on the page in response to the element being selected. Data indicative of the selected element and containing environment is submitted to an Active Server Page at a server computer for retrieving information related to the selected element. The retrieved information is sent to the communications channel at the local computer and then displayed in the container on the original page.